



**Request for Proposal (RFP) to hire services of Agencies to handle  
following Scope of Work:**

- A) Audio Visuals & Radio Creative**
- B) Field IEC Activities**
- C) Printing of IEC Material**
- D) Creatives**

**For UIDAI Regional Office Chandigarh**

Unique Identification Authority of India (UIDAI), Regional Office  
SCO 139-141, 3<sup>rd</sup> and 4<sup>th</sup> Floor,  
Sector 17-C, Chandigarh – 160017

## Notice Inviting Bids

- The Unique Identification Authority of India, Regional Office, Chandigarh invites online proposals from Registered agencies for its multi -media creative campaign specific to Aadhaar Project vide this RFP dated 05.07.2018 for hiring services of Registered Multimedia Agencies, through CPP Portal <https://eprocure.gov.in/eprocure/app>.
- The bidders are required to submit soft copies of their bids electronically through CPP Portal,; <https://eprocure.gov.in/>.(For instruction to bidders on submission of bids refer link - <https://eprocure.gov.in/eprocure/app;jsessionid=BD7F3EE5A3698765EE729A6E13825E8B.eprocgep4?page=HelpForContractors&service=page>)
- The response to this RFP should be submitted on or before the date/time specified as per the Schedule given below and at the address for communication given below. Bid documents should be prepared and submitted as per the Bid Preparation Document
- Bids submitted after last date and time of submission will be rejected summarily.
- If permitted on e-procurement portal, a bidder may withdraw its bid or re-submit its bid as per the instructions procedure mentioned at e-Procurement website under the section “Bidders Manual Kit”.
- Bids withdrawn shall not be opened or processed further.
- The UIDAI RO Chandigarh reserves the right to reject any or all the bids in whole or part, prior to signing of the agreement, without assigning any reasons, whatsoever.
- This “Notice Inviting Bid” is non-transferable under any circumstances.

### ▪ Schedule of RFP:

RFP Date	05-07-2018
Bid Submission Start Date	06-07-2018 (10:00 AM onwards)
Bid Submission End Date	01-08-2018 (4 PM)
Opening of Bids	02-08-2018 (4PM)
Presentation for Technical Evaluation (by those found eligible )	03-08-2018 (11 AM onwards )
Language of Application for RFP	Hindi or English

- Submitted proposals will be opened online at the time and date specified above followed by technical evaluation.
- Clarifications, if any may be sought via email to details as mentioned in Section 13
- For Terms and Conditions of Agreement please refer to Annexure “A”

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## **SECTION I: INTRODUCTION**

The Unique Identification (UID) number (Aadhaar) is a national valid proof of identification issued by the UIDAI to all residents in the country. The number is:

- a) Verifiable in an online, cost-effective manner.
- b) Based on Biometrics and demographic data and
- c) Robust enough to eliminate duplicate and fake identities in databases.

For residents across the country, Aadhaar is a transformational number which will improve the delivery of welfare programs and will provide residents, particularly the poor, greater access to resources and services. UIDAI has 8 regional offices across India, which is assigned responsibility for Aadhaar enrolment in respective states. Chandigarh Regional Office of UIDAI is assigned role for Aadhaar enrolment in States /UT of Punjab, Haryana, Himachal Pradesh, Jammu & Kashmir & Chandigarh. The UIDAI Regional office Chandigarh (UIDAI RO Chandigarh) intends to empanel agencies for the work of Information, Education, Communication (IEC) campaign and other activities of the Authority's Regional office in Chandigarh under the guidelines specified herein, within its jurisdiction States and UT Chandigarh.

## **SECTION 2: Campaign Requirement**

### **SECTION 2 (A) Purpose**

The idea behind hiring an agency by UIDAI RO Chandigarh is to ensure Aadhaar awareness is spread far and wide in States under RO Chandigarh. Educating people regarding latest developments in Aadhaar, especially the ones that are focussed towards residents will also be part of campaign of UIDAI RO Chandigarh. Also the agency will be required to adapt creatives as received from UIDAI HQ in regional languages relevant to the states under UIDAI RO Chandigarh

### **SECTION 2 (B) TARGET AUDIENCES**

**0-5 Years:** Focus would be on enrolling children in age category 0-5 years

**6- 18 years:** Focus would be on enrolling remaining population 5-18, large chunk of which is in schools.

**Adult Population:** Remaining Adult population at large who still have not enrolled will be the target groups. Initially people will need to be encouraged/motivated to enrol for Aadhaar at the earliest. Later on people also need be encouraged to use Aadhaar to access services as a safe, secure and robust proof of identity.

**Updation;** Even though majority of population has been enrolled under Aadhaar there is greater need for people to update demographic fields in Aadhaar like Name, Date of Birth, Address etc or biometric fields.

**Updation 5& 15 years:** Message regarding mandatory biometric update at age of 5 yrs and 15 yrs of children needs to be spread

## **SECTION 3: Scope of Work**

The UIDAI RO Chandigarh proposes to use a multimedia strategy covering print, electronic, and outdoor media to achieve its communication objectives

. A multilingual communication package will be developed by the empanelled agency based upon spread of Aadhaar across different States/UT within jurisdiction of UIDAI RO Chandigarh.

It must be noted here that IEC agency hired by UIDAI RO Chandigarh is essentially required to conceptualise designs/AV creatives /other creatives, received from UIDAI HQ in regional languages relevant to UIDAI RO Chandigarh. In addition to this works proposed under scope of work may be allocated to the hired agency

It is important to note as per UIDAI guidelines dated 11 July 2014, development/production of Audio visual & radio creatives and print creative have been benchmarked at DAVP rates. Besides all advertisement – print, electronic & outdoor publicity will be released through DAVP only and is not a part of this RFP.

For the purpose of clarity, the entire scope of work has been divided into four Broad Categories:

- A. Audio Visuals & Radio Creative**
- B. Field IEC Activities**
- C. Printing of IEC Material**
- D. Creatives**

### **SECTION 3 (A) Audio- Visuals & Radio Creative**

**Purpose:** In order to create awareness, highlight the work of Aadhaar, audio and video creatives will be used to ensure publicity of Aadhaar and its various facets. Also documentary movies will be used to showcase in workshops/seminars etc. AV creatives could also be used to be played in cinema halls. UIDAI RO Chandigarh plans to develop at least 5 creatives in a year in this category

Proposed Activities:

IEC material, including but not limited to the following may be produced:

- i. Television commercials on various features and benefits of Aadhaar.
- ii. Short-films on key processes, features, achievements.
- iii. Documentaries (shoot, edit etc) covering major events, interaction recordings etc
- iv. Translation and adaptation of AV's received from UIDAI HQ in regional languages including Punjabi, Pahari, and Kashmiri as per the requirement of Chandigarh Regional Office of UIDAI.
- v. Making of radio jingles and creative ads

### **SECTION 3 (B) Conducting Field IEC Activities**

**Purpose:** In order to educate and spread awareness, field IEC activities basic thrust will be on dissemination of information and awareness generation regarding Aadhaar, initiatives and latest developments. The agency needs to provide a one -stop solution to UIDAI RO Chandigarh for its field IEC activities.

Field IEC activities includes activities to support participation of UIDAI RO Chandigarh in prominent fairs held in states of Himachal Pradesh, Punjab, Haryana, Jammu & Kashmir and UT Chandigarh and other outdoor activities.

Proposed Activities: IEC material, including but not limited to the following may be procured:

The agency will need to design and manage stalls on behalf of UIDAI, RO, and Chandigarh for part/entire stretch of fair in different States/UT under jurisdiction of RO Chandigarh. The stall should have carpet on floors, table, chairs, LED (displaying Aadhaar movies). Also to design the stall agency needs to put up flexes, backdrops, / sun boards scrollers, danglers, standees and other material which agency intends to use. Designs for IEC material will be provided by UIDAI RO Chandigarh while agency is expected to properly design & display good quality flex. Agency need to depute minimum 3 persons wearing T-shirts with Aadhaar logo (design to be provided by RO Chandigarh) at the stall who will be responsible for running the stall and distribution of IEC material (to be provided by UIDAI RO Chandigarh) The persons needs to address queries of visitors at the stall. Stall size will be of 10x10 sq. feet. In case of increase or decrease in stall size by 30% or more, pro rata rates will be paid. UIDAI RO Chandigarh plans to give a work of minimum 30 days to the agency.

i. The agency will also be required to organise Public Contact Programs. For such Public Contact Programs, medias like Nukkad Natak, Stage Shows, folk programs, Quiz Shows relevant to the State may be done. Minimum duration of Nukkad Natak or other public contact programs should be 15-20 minutes. For organizing Nukkad Natak or other folk programs team should have minimum 5 members. UIDAI RO Chandigarh plans to give work of minimum 100 Nukkad Natak to the agency in a year

ii. BTL activities: The agency has to circulate and distribute IEC material during the fairs/ whenever required through promoter's team/look walkers (minimum 4 at a particular venue in T-shirts with Aadhaar logo) team or other possible mediums, disseminating information about Aadhaar or addressing to queries of public on Aadhaar. Promoters can also be part of various surveys to be conducted. UIDAI RO Chandigarh plans to conduct minimum 100 such activities

iii. Aadhaar Rath: UIDAI RO Chandigarh intends to hire Publicity Vans, like Tata Ace (Chota haathi)/Mini truck for undertaking campaign to reach out to the masses. IEC vans will tour villages/wards/towns/cities under states/UT of UIDAI RO Chandigarh and showcase edutainment videos/films make announcements through Public Address System as well as carry brochures/pamphlets and other printed material for distribution. The outreach programme shall continue for minimum period of 30 days in one state under RO Chandigarh in a year. The publicity vans have to be well equipped with required infrastructure and requisite manpower – including high definition LED screens (compatible to run videos on all output formats), surround sound system with speakers, CD/DVD player/Pen drive, Public Address System Local lighting for operational work, vehicle crew including driver and promoter. If required by UIDAI RO Chandigarh at some locations may additionally demand for anchor to be present in the venues for conducting shows. Vehicle should have Integrated Power Supply through (Invertors / Generator) to run complete display system. Vehicle will cover distance of 100 km in one day, 5-6 locations per day between 8.00 am to 8.00 pm (for 8 hours) as per the roster and route plan. However, time may vary depending upon local weather conditions or other local factors in extreme circumstances. UIDAI RO Chandigarh will provide Documentary/Advertisement/Short film or any other awareness material, which will be displayed to public on IEC Publicity vans. Venue would be any ideal location, centrally located area/panchayat ground/common public place. Vehicle shall be deployed for all days of campaign period; however, the number of locations to be covered in each day may be increased/decreased depending upon program schedule. The display material (contents/rough designs only) would be provided by UIDAI RO Chandigarh in soft copy form and the Agency is expected to properly design & display good quality flex on the 2 or 3 sides of vehicle, at its own cost and further to refurbish the branding/replace the flex/banner in case of damaged/torn flex. The agency has to ensure that the vehicle is plied with all the necessary permissions and documents. Any penalty/accident/ loss on account of negligence of driver or otherwise would be the responsibility of the vendor. All other taxes related to plying of vehicle and publicity activity (Toll tax, Advertisement Tax, Professional tax etc as applicable) will be borne by UIDAI, RO Chandigarh on

production of receipts/ record. Vehicle should be registered after September 2017 and in a good working condition. In case of vehicle breakdown, the Bidder should make the alternative suitable arrangement of vehicle to continue the program. Vehicle must have valid documentation–Pollution Certificate/ Insurance etc. The insurance for any accident, damage due to riots, public vandalism, Act of God etc. need to be taken by the Agency and no claims related to this will be acceptable by UIDAI RO Chandigarh) Agency is required to submit job report along-with Picture of each location covered and filling of a log Book/Register. The vehicle should have 1 driver and 1 promoter.

### **SECTION 3 (C) Printing of IEC Material**

Purpose: To develop a repository of readymade materials including pamphlets, brochures, e-bulletin which may be readily used for circulation amongst resident/other stakeholders. Printing IEC Material including but not limited to the following may be produced:

Proposed Activities:

- i. Design/conceptualize and print of IEC material including brochures, leaflets, pamphlets, 4 page folders, 2 page folders, danglers, posters, stickers, stationary printing like Pens, Pencils, Crayons (with Aadhaar logo), Notepad, Posters, banners, Flexes, Standees, newsletter, reports handouts advertisements in railway reservation tickets, electricity and gas bills, postal stationeries, etc.
- ii. Create merchandise items for UIDAI RO Chandigarh (i.e. T-Shirts, Cap, Trophy, Souvenir, Pen drive, Bags (cloth, leather, plastic) etc.
- iii. Printing job requests, including backdrop, standees, and other publicity materials for events, conferences, exhibition etc

### **Section 3(D): Creatives**

Purpose:

The agency has to design creatives for both the online & off-line media. A communication & creative strategy with a clear implementation plan to reach out the target market to connect with Aadhaar Scheme. UIDAI RO Chandigarh plans to give work of minimum 10 such activities in a year

Proposed Activities: IEC material, including but not limited to the following may be created

- i. Creatives to be used in Print Media activities. Also creatives will be used for social media
- ii. Translation and adaptation of creatives received from UIDAI HQ in regional languages including Punjabi, Hindi, and Urdu as per the requirement of Chandigarh Regional Office of UIDAI

## **SECTION 4: Eligibility Criteria**

- 1) UIDAI RO Chandigarh may empanel/hire one agency (If one agency is L1 in all categories) or up to four agencies under this RFP, since the assignment and the scope of work is under four categories. The bidder should be a Registered Indian Entity incorporated under any of the following Acts - The Partnership Act, 1932 or the Companies Act 1956 (Revised as on date).
- 2) The agency should have executed similar works (as mentioned in scope of work and for which it is applying), in Government Organisation in State/UT within the jurisdiction of RO, Chandigarh up to Rs 30 Lakh within last one financial Year or up to Rs 40 Lakh within last 2 financial years or Rs 50 lakh in last three financial years. CA /Auditor Certificate giving financial turnover, to this effect, be given
- 3) Since the assignment and scope of work demand local coordination with RO Chandigarh, agency must have their registered office in Chandigarh or tri-city (Chandigarh, SAS Nagar or Panchkula).
- 4) No consortia shall be allowed to apply for empanelment. Two agencies of the same business group will not be allowed to apply. In such a case where two agencies of the same group apply, both the applications will be summarily rejected.
- 5) An agency /bidder may apply for one or more category. However, the application complete in all respects should be submitted along with demand draft of Rs 50,000(Rupees Fifty Thousand) as Earnest Money Deposit(EMD) drawn in favour of “Drawing and Disbursing Officer, UIDAI, Chandigarh’ payable at Chandigarh. EMD will be refunded at the end of selection process. The empanelled agency has to submit a PBG of Rs 100,000. Validity of PBG should be three months more than the empanelment period.
- 6) The agency should have adequate personnel to handle the multi-media/multi-lingual communication campaign. CV of 2-3 members of servicing team that the agency intends to deploy for UIDAI RO Chandigarh work needs to be submitted. The agency should have a production house with studio set up and music/dubbing room (if applying for AV category)
- 7) EMD addressed should be received by post at the following address on/before the last date/time of submission:

Deputy Director (IEC)

UIDAI RO Chandigarh, SCO- 139-141, Sector17- C, Chandigarh



## **SECTION 5 Disqualification Criteria**

UIDAI RO Chandigarh may at its sole discretion and at any time during the evaluation of application, disqualify/reject any applicant, if the applicant:

- 1) Has submitted the application after the response deadline.
- 2) Made misleading or false representations in the forms, statements and attachments submitted in proof of the eligibility requirements.
- 3) Exhibited a record of poor performance such as abandoning works, not properly completing the contractual obligations, inordinate delaying completion or financial failures, etc. in any project in the preceding two years;
- 4) Submitted an application that is not accompanied by required documentation or is non-responsive or in- complete; Failed to provide clarifications related thereto, when sought;
- 5) Is part of consortia; or is amongst the two agencies of the same business group that have applied in which case both applications will be rejected.
- 6) Was declared ineligible/blacklisted by the Government of India/State/UT Government;
- 7) Bids with technical requirements and/or terms not acceptable to UIDAI RO Chandigarh
- 8) Any other reasons

## **SECTION 6 Evaluation Mechanisms**

- 1) The Bids shall be opened by the bid opening & evaluation committee on the date and time mentioned in the Notice Inviting Bid in the presence of the bidders or their authorised representatives who choose to be present.
- 2) The committee shall prepare a list of the bidders or their representatives attending the opening of Bids and obtain their signatures on the same. The list shall also contain the representative's name and telephone number and corresponding bidders' names and addresses. The authority letters, if any, brought by the representatives shall be attached to the list. The list shall be signed by all the members of Bid opening committee with date and time of opening of the Bids.
- 3) Scrutiny of eligibility criteria mentioned in SECTION 4 for responsiveness to the RFP will be done by the Evaluation Committee to determine whether the documents have been properly signed, qualification criteria fulfilled and all relevant papers submitted and whether the response to RFP is generally in order.
- 4) For all agencies which satisfy the eligibility criteria, all the documents comprising of technical Bid shall be opened & downloaded from the e-Procurement website and will be evaluated by committee constituted by UIDAI RO Chandigarh for Technical Evaluation.
- 5) Only Agencies found eligible will participate in the technical bid and are required to make a presentation for technical Evaluation.
- 6) UIDAI RO Chandigarh may seek for any other information from the interested bidder in the form of documents, narratives, design etc. if it deems appropriate for the purpose of Technical Evaluation.
- 7) The Financial Bid cover shall be kept unopened and shall be opened later on the date and time intimated to the bidders who qualify and score more than 70% in the evaluation of technical Bids.
- 8) Decision of short listing of Technical Bid by DDG, UIDAI RO, and Chandigarh will be final and binding on all.
- 9) Based on the scoring after Technical and Financial evaluation, the agencies will be finalised.

## SECTION 7 Key Submissions for Technical Evaluation

The interested bidder may submit their proposal for one or more categories as given under the scope of work. Following documents will be part of the Key submission proposal under different categories as listed below.

Sr No	Category	Particulars
A	Audio Visuals & Radio Creative	<p>Minimum 2-AV (YouTube link be mentioned or delivered in pen drive during technical presentation) done for any government organization in State/ UT under RO, Chandigarh in last 3 Years</p> <p>Show reel of the studio set up including some excerpts of the previous work done (can show during technical ppt)</p> <p>Minimum 2 work orders related to AV production from government organization in State/ UT under RO, Chandigarh executed in last 3 Years</p> <p style="text-align: center;">OR</p> <p>CA/Statutory Auditor Certificate to this effect.</p>
B	Field IEC Activities	<p>Design/Photograph of stall which agency has designed and managed on behalf of any government organization in State/ UT under RO Chandigarh in last 3 Years</p> <p>Minimum 2 work orders from government organization in State/ UT under RO Chandigarh executed in last 3 Years</p> <p>OR CA/Statutory Auditor Certificate to this effect.</p>
	Street Plays	<p>Videos of Nukkad Natak/ Stage Shows executed for any government organization in State/ UT under RO, Chandigarh in last 3 Years.</p> <p>Aadhaar related script for 10 minutes Nukkad Natak.</p>
	BTL Activities	Innovative ideas for BTL activities

Sr No	Category	Particulars
	Aadhaar Rath	<p>Relevant document to prove the agency has managed branding work for government Organization in state/ UT under RO, Chandigarh in last 3 Years</p> <p style="text-align: center;">OR</p> <p>Ownership document of Tata ace or similar vehicle registered in or after September 2017</p>
C	Printing of IEC Material	<p>2 Samples of IEC Material</p> <p>Minimum 2 work orders relating to printing for government Organization in state/ UT under RO, Chandigarh executed in last 3 Years</p> <p style="text-align: center;">OR</p> <p>CA/Statutory Auditor Certificate to this effect.</p>
D	Creatives	<p>Aadhaar related 3 Creatives – One Quarter page print, 1 hoarding (12 X 6ft) and 1 Graphic design (for social media channel) in Hindi/Punjabi.</p> <p>Minimum 2 work orders relating to creatives for government Organization in state/ UT under RO, Chandigarh executed in last 3 Years</p> <p style="text-align: center;">OR</p> <p>CA/Statutory Auditor Certificate to this effect.</p>

## SECTION 8 Criteria for Evaluation: Technical & Financial

Sr No	Name of Scope	Technical Bid	Financial Bid
1	Audio-Visuals & Radio Creatives	80	20
2	Field IEC Activities	80	20
3	Printing of IEC Material	40	60
4	Creatives	80	20

## SECTION 9 Criteria for Technical Evaluation

Marks for technical evaluation will be awarded based on the key submissions and technical presentation given by the agency. The category-wise evaluation matrix along with the maximum marks is as under

### SECTION 9(A) Audio Visual & Radio Creative

Sr No	Type of IEC Material	Marks to be given	Applies totally
1	The Agency must showcase minimum 2 Advertisements /films/documentaries done for Govt. organizations in multiple languages relevant to the UIDAI RO Chandigarh.		40
2	Critical evaluation of Advertisement on a random video advertisement which will be presented to agency on the spot. Agency needs to give their comments on the Advertisement and explain how they will re-shoot the advertisement in given budget if asked to do so. Content and Treatment of Content needs to be explained elaborately		20
3	Infrastructure of the agency (Based on show reel) If need physical verification will be done		20
4	Minimum 2 work orders related to AV production from government organization in State/ UT under RO, Chandigarh. OR CA/Statutory Auditor Certificate to this effect.		20

**SECTION 9(B) Field IEC Activities**

<b>Sr No</b>	<b>Details</b>	<b>Marks to be given</b>	<b>Total Marks</b>
<b>1</b>	Design/Photograph of stall which agency has designed and managed on behalf of any government organization in State/ UT under RO, Chandigarh.  Minimum 2 work orders from government organization in State/ UT under RO, Chandigarh. OR CA/Statutory Auditor Certificate to this effect.		30
<b>2</b>	Videos of Nukkad Natak/ Stage Shows executed for any government organization in State/ UT under RO, Chandigarh.  Aadhaar related script for 10 minutes Nukkad Natak.		40
<b>3</b>	Innovative ideas for BTL activities		10
<b>4</b>	Aadhaar Rath ( Vehicle ownership or document showing proof of having done similar job)		20

**SECTION 9(C) Printing of IEC Material**

<b>Sr No</b>	<b>Type of IEC Material</b>	<b>Marks to be given</b>	<b>Applies totally</b>
1	Minimum 2 Work Orders related printing of IEC for any Government Organization/State/UT under RO, Chandigarh		60
2	2 Samples of IEC Material like Pamphlets, Leaflets etc		40

## SECTION 9(D) Creatives

Sr No	Type of IEC Material	Marks to be given	Applies totally
1	Aadhaar related 3 Creatives – One Quarter page print, 1 hoarding (12 X 6ft) and 1 Graphic design (for social media channel) in Hindi/Punjabi.		60
	Minimum 2 work orders relating to creatives for government Organization in state/ UT under RO, Chandigarh		40

## SECTION 10 Criteria for Financial Evaluation

### Category/Scope wise weightage criteria

Sr No	Name of Scope	Financial Bid	Upper Limit
1	Audio-Visuals & Radio Creative	% discount on DAVP rates	DAVP Rates (Annexure D)
2	Field IEC Activities	% discount on upper rates	Given in annexure D
3	Printing of IEC Material	% discount on upper rates	Given in Annexure D
4	Creative	% discount on DAVP rates	DAVP Rates (Annexure D)

## **SECTION 11 Selections of Agency & Allocation of Work**

### **SECTION 11(A) Selection of Agency**

- 1) Selection of an agency will be carried out category wise based on a weighted composite success score attained through technical and financial bid evaluations.
- 2) Among the technically qualified bidders, the bid with maximum discount offered on DAVP rates/maximum discount on Upper Limit will be the considered as the minimum price bid and hence accorded a score of 100 and other technically qualified proposals would be assigned financial score in inverse proportion as per their price bids.
- 3) For example, agencies A, B and C offered discounts of 10%, 5% and 4% respectively. Then the minimum price bid is given by agency A at 90% (Fm) and will be given a financial score (Sf) of 100 points. Then the financial scores (Sf) of the other Financial Proposal will be determined using the following formula:  
  
$$Sf = 100 \times Fm / F;$$
 where Sf=Financial Score; F= price bid and Fm=minimum price bid. Here, the price bid of agency B and C are 95% and 96% respectively
- 4) The agency attaining the highest maximum combined evaluated score (Technical and Financial Score) would be selected as L1. In case the highest composite score is the same for more than one bidder, the bidder with the higher Financial bid score will be awarded the contract. The decision of the committee will be final and binding.
- 5) The agencies selected through this RFP will be required to sign an agreement with UIDAI, RO Chandigarh accepting the terms and conditions laid down by UIDAI, RO Chandigarh (including but not limited to as given under various sections and Annexure A of this RFP document). After signing of the agreement, no variation or modification of the terms of the agreement shall be made except by written amendment signed by both parties.
- 6) Ideally UIDAI RO Chandigarh for smooth co-ordination would like to have singly agency. If one agency is found to be L1 in at- least three categories (scope of work), it will be asked to match the rates of L1 in fourth category as well. If agency agrees on L1 the agency will be hired/ empanelled for all the four scope of work

### **SECTION 11(B) Allocation of Work**

- 1) UIDAI RO Chandigarh will provide work orders from time to time for specific assignments.
- 2) UIDAI RO Chandigarh reserves the right to ask the agency to revise the work on the creative/script/storyboard till the work is approved. The DDG UIDAI, RO Chandigarh will be the final authority for selection of creative design/scripts/storyboards.
- 3) Work Order will be offered as per requirement of the RO Office and based on availability of funds. RO Office will not guarantee or give any type of assurance to offer any pre-defined numbers of work orders per year or per month.



## **SECTION 12 Schedules of Payment**

- 1) No advance payment will be made by UIDAI RO Chandigarh. In certain cases, agency may seek advance against the expected expenditure to be incurred for an activity. If found justified, DDG, UIDAI RO Chandigarh at its own discretion may approve the same.
- 2) UIDAI RO Chandigarh shall deduct Income tax at source as per relevant income tax rules and shall provide TDS certificate for the same to the agency. Payment of all works will be based on rates quoted by the agency. In case where upper limit is of DAVP rates, any revision by DAVP in rates will be accommodated and discounts will be applicable on revised rates.
- 3) The agency will be raising an invoice on completion of work as mentioned in the work order. Payment shall be released within 10 days of invoice raised by the agency.
- 4) No payment will be due on creative which have been asked to modify or are not accepted.
- 5) In case of delay in execution of the assigned work by the agency, a suitable penalty up to 10% of the project value may be imposed. In case of unjustified delay, DDG UIDAI RO Chandigarh may annul the project and shall be at liberty to get it done from other agencies.
- 6) If the deliverables are not found to be acceptable then DDG, UIDAI RO Chandigarh will have the right to make suitable deductions from the payable amount or reject the payment bill of the agency on its sole discretion. The decision of DDG UIDAI RO Chandigarh in this regard will be final and binding.

## **Section 13 Contact Person for Queries**

For all queries/ambiguity, related to the interpretation of any clauses of this document the prospective bidders may contact the undersigned through e-mail

- 1) Mr Ashutosh Kaushik (Deputy Director IEC),  
Contact Number: 0172-2714141  
Email Id: ashutosh.kaushik@uidai.net.in

Kindly note all queries be sent through email only. However, UIDAI RO Chandigarh is not bound to reply.

## **ANNEXURE A: General Terms and Conditions of Agreement**

- i. The Contract Period of agencies will be valid for a period of 2 years extendable up to 2 years (one year at a time) on same terms and conditions, based on the performance.
- ii. DDG, UIDAI RO Chandigarh reserves the right to accept or reject the bid without assigning any reason.
- iii. The rates quoted shall be in Indian Rupees and shall be inclusive of all taxes, duties except GST, as applicable, up to the completion of job. Goods and Services Tax shall be paid extra.
- iv. The empanelled/hired agency shall have to execute project on time after getting Work Order from UIDAI RO Chandigarh as per the given time limits. Any other activity which is added to the work order, same will be allowed at corresponding discounted rates of DAVP rates, as allocated to the agency.
- v. All costs and expenses incurred by the Bidder in connection with the development, preparation and submission of bid viz, the attendance at meetings, discussions, demonstrations etc. and providing any additional information required by the UIDAI RO Chandigarh will be borne entirely and exclusively by the Bidders.
- vi. DDG, UIDAI RO Chandigarh reserves the right to revise rates with mutual consent of the agency every year if deem fit.
- vii. DDG, UIDAI RO Chandigarh reserves the right to reject any request for proposal and to annul the process and reject all such requests at any time prior to finalisation of process, without thereby incurring any liability to the affected applicant(s) or any obligation to inform the affected applicant(s) of the grounds for such decision.
- viii. UIDAI RO Chandigarh requires that the applicant engaged through this process must observe the highest standards of ethics during the performance and execution of the awarded project(s).
- ix. DDG, UIDAI RO Chandigarh will reject the application, if the applicant recommended for empanelment, has been determined by UIDAI RO Chandigarh to having been engaged in corrupt, fraudulent, unfair trade practices, coercive or collusive. These terms are as defined below  
"Corrupt practice" means the offering, giving, receiving or soliciting of anything of value to influence the action of UIDAI RO Chandigarh or any personnel in contract executions.  
"Fraudulent practice" means a misrepresentation of facts, in order to influence a procurement process or the execution of a contract, to UIDAI RO Chandigarh, and includes collusive practice among applicants designed to establish proposal prices at artificially high or non competitive levels and to deprive UIDAI of the benefits of free and open competition.  
"Unfair trade practices" means supply of services different from what is ordered on, or change in the Scope of Work which was agreed to.  
"Coercive practices" means harming or threatening to harm, directly or indirectly, persons or their property to influence their participation in the execution of contract.  
"Collusive practices" means a scheme or arrangement between two or more applicants with or without the knowledge of the UIDAI RO Chandigarh, designed to establish prices at artificial, non-competitive levels.
- x. Applicable Law means the laws and any other instruments having the force of law in India as they may be issued and in force from time to time. And in due course would be applicable
- xi. All legal disputes between the parties shall be subject to the jurisdiction of the Courts situated in Chandigarh only.
- xii. The advertisement and marketing material used by the agencies shall be in accordance with the guidelines laid down by UIDAI from time to time

- xiii. The applicants will indemnify UIDAI RO Chandigarh against any misuse of UIDAI Name, Brand Name - Aadhaar and Logo and other IPR. For any misuse of UIDAI name and logo, the applicant themselves will be held responsible. UIDAI RO Chandigarh will take necessary legal and other actions for such cases. UIDAI RO Chandigarh will not be responsible for any miscommunication or harm caused to any party because of any misrepresentation of its name and logo by the applicant.
- xiv. Without prejudice to any other right or remedy it may have, either party may terminate this agreement at any time by giving one-month advance notice in writing to other party. DDG,
- xv. UIDAI RO Chandigarh also reserves the right to withdraw/terminate empanelment of applicant in any of following circumstances:
- a) Applicant becomes insolvent, bankrupt; resolution is passed for the winding up of the applicant's organization.
  - b) Information provided to the UIDAI RO Chandigarh is found to be incorrect;
  - c) Empanelment conditions are not met within the specified time period;
  - d) Misleading claims about the empanelment status are made;
  - e) Clear evidence is received that empanelled are in breach of copyright.
- xvi. Work /tasks in hand with the agency as on the date of termination/withdrawal of empanelment will have to be completed within the time frame and as per requirements of UIDAI RO Chandigarh
- xvii. If the agency does not execute the contract to the satisfaction of the UIDAI RO Chandigarh, then the UIDAI RO Chandigarh may invoke any or all of the following clauses:
- a) Forfeit the Performance Guarantee Amount
  - b) Terminate the contract without any liability of UIDAI RO Chandigarh towards empanelled agency
- xviii. At any time prior to deadline for submission of applications, UIDAI RO Chandigarh may for any reason, modify this document. The amendment document shall be notified through website and such amendments shall be binding on all applicants.
- xix. This RFP is not an offer by the UIDAI, RO Chandigarh but an invitation to receive proposals /offers from eligible interested applicants as registered creative agencies for the UIDAI RO Chandigarh. UIDAI RO Chandigarh will only hire agencies who fulfil the eligibility criteria. No contractual obligation whatsoever shall arise from this process.
- xx. The evaluation shall be strictly based on the information, supporting documents and presentation given by the applicants. It is the responsibility of the applicants to provide all supporting documents necessary to fulfil the mandatory eligibility criteria. In case, information or technical presentation required is not provided by applicant, UIDAI RO Chandigarh may choose to proceed with evaluation based on whatever information is provided. Hence, responsibility for providing information/ presentation as required in this form lies solely with applicant.
- xxi. All decisions taken by the DDG, UIDAI RO Chandigarh regarding this contract shall be final and binding on all concerned parties.
- xxii. The Agency is responsible for and obliged to conduct all contracted activities as defined in the scope of work in accordance with the Contract.

**Agency's Obligation:**

- 1) The servicing team of the agency must be available to UIDAI Regional Office, Chandigarh as and when required by UIDAI RO Chandigarh. The Agency is obliged to work closely with the UIDAI RO Chandigarh staff, act as per instructions and abide by directives issued by DDG, UIDAI RO Chandigarh
- 2) The Agency will abide by the job safety measures prevalent in India and will discharge UIDAI RO Chandigarh from all demands or responsibilities or liabilities/properties (if any) arising from accidents or loss of life. The Agency will bear all liabilities (if any) arising from such incidents and will not hold the UIDAI RO Chandigarh responsible.
- 3) The Agency is responsible for managing the activities of its personnel or sub-contracted personnel and will hold itself responsible for any misdemeanour.
- 4) The Agency will treat as confidential all data and information about UIDAI, obtained in the execution of responsibilities, in strict confidence and will not reveal such information to any other party without the prior written approval of the UIDAI RO Chandigarh.

**Specific Terms and Conditions**

- 1) The empanelled/ hired agency is expected to maintain high level of professional ethics and will not act in any manner, which is detrimental to UIDAI RO Chandigarh interest. Agency will maintain confidentiality on all matters disclosed till proper instruction is issued for publication.
- 2) Agency should have resources with proficiency and proof reading facilities in Languages used in States/UT under RO Chandigarh
- 3) Selection of artwork/creative will be entirely at the discretion of UIDAI RO Chandigarh. Artwork/creative once selected will be the property of UIDAI RO Chandigarh and it can be repeatedly used in different media like print, outdoor, electronic etc without seeking permission from concerned registered agency or paying any commission/fees/royalty. The Agency has to provide original soft copy of open file to UIDAI RO Chandigarh. The agency cannot use the concept, artwork, picture, film and jingle etc for other clients once UIDAI RO Chandigarh selects it.

**Annexure –B**

**[Bidders are required to submit this covering letter on their letterhead]**

To  
The Deputy Director (IEC)  
Unique Identification Authority of India  
Regional Office Chandigarh  
SCO-139-1411, Sector-17-C, Chandigarh  
Subject: Bid for Selection as Service Provider under..... (Mention the name of  
Category/ies)

We, the undersigned, have carefully examined the RFP no. ...., and offer to propose for the selection as Service provider, in full conformity with the said RFP.

We have read all the provisions of RFP & Corrigendum and confirm that these are acceptable to us. We further declare that additional conditions, variations, deviations, modifications (which have not been accepted by UIDAI RO Chandigarh), if any, found in our bid shall not be considered by UIDAI RO Chandigarh.

We agree to abide by this Bid, consisting of this letter, our Pre-qualification, technical and financial submissions. We have indicated unit rates in the relevant bid forms. These unit rates are for the purpose of payment as well as for any price consideration in case of any increase / decrease of quantities from the scope of work under the contract.

Our company..... (Name of the entity) declares that we are neither blacklisted by any Central/States'/UTs' Government nor have ever been charged with for corrupt or fraudulent practices nor have been involved in any such litigation with Government of India/States/UTs Government that would have declared us as ineligible to participate in the process of this RFP.

Our company..... (Name of the entity) hereby certifies that we have taken steps to ensure that no person acting for us or on our behalf will engage in bribery. We also undertake that, in competing for (and, if the award is made to us, in executing) the above project, we will strictly observe the laws against fraud and corruption in force in India namely "Prevention of Corruption Act, 1988", "Prevention of Money Laundering Act, 2002" and such other laws as may be applicable.

Until the formal final Contract is prepared and executed between us, this Bid, together with your written acceptance of the Bid and your notification of award, shall constitute a binding contract between us.

We understand you are not bound to accept any bid you receive, not to give reason for rejection of any bid and that you will not defray any expenses incurred by us in bidding.

We declare that this is our sole participation in this RFP and we are not participating/co-participating through any of other related party or channel.

Banker's Cheque/ Demand draft no. \_\_\_\_\_ dated \_\_\_\_ drawn on "Drawing and Disbursing officer, UIDAI, Chandigarh" payable at Chandigarh for INR 50,000 - towards EMD is submitted along with the bid.

Date \_\_\_\_\_ Signature \_\_\_\_\_

Place \_\_\_\_\_

Full name in the capacity of duly authorised to sign bid

## Annexure 'C'

### Checklist of documents to be submitted

Sr No.	Description	Detail
<b>A. For Pre- Qualification/Eligibility</b>		
1	Cover Letter signed as in Annexure B	
2	Certificate of Registration	The agency should possess and furnish certificate of registration/incorporation. It should also provide the PAN & GST registration. Submit documents in support.
3	Financial Turnover as per audited balance sheet duly certified by Chartered Accountant/ Statutory Auditors (Mention only turnover from areas mentioned in scope of work)	Submit the audited Balance Sheet as required to fulfil the eligibility condition
4	Registered office in Chandigarh/tricity ( Chandigarh, Mohali, Panchkula)	Submit document in support
5	CVs of Key functionaries	Submit 2-3 CVs along with Creative Director's profile
6	Demand Draft to be submitted in hard copy Deputy Director (IEC) should be sent only by post to the following address:  UIDAI RO Chandigarh,  SCO- 139-141, Sector 17- C, Chandigarh	
<b>B.</b>	For Technical Evaluation	Key submissions as asked in Section 7. Technical presentation to be given as per date/time in NIB
<b>C</b>	For Financial Evaluation	Financial bids as asked in Annexure E

**Note:** All documents including annexure must be uploaded on CPPP in PDF format along with Creatives.

Signature.....

Certified by, in the capacity of.....

Duly authorized to sign Proposal for and on behalf of.....

Date.....Place.....

## **ANNEXURE D: Format for Financial Bid**

(To be submitted online)

We, M/s \_\_\_\_\_ at \_\_\_\_\_ registered office \_\_\_\_\_ read and understand the scope of work, payment schedule and other terms and conditions. We agree on all the clauses mentioned in the tender document. We hereby quote our financial quote as below:

### **1) Financial Bid Format for AV & Creatives**

Sr. No	Name of Category	Upper Limit	% Discount ( On DAVP rates)	Link for DAVP approved rates
1.	Audio Visuals & Radio Creative	DAVP rates		<a href="http://www.davp.nic.in/writereaddata/announce/rate_rev_new.pdf">http://www.davp.nic.in/writereaddata/announce/rate_rev_new.pdf</a>

#### **Please Note:**

- % Discount to be applied uniformly in all types of AV in HD quality.
- The Bidder who has quoted the maximum discounts on the DAVP rate will be rated as the lowest price bid and given maximum marks out of 20 and accordingly all other bidders will be scored proportionately.
- Financial Bids under this category should be submitted clearly marked as Financial Bid for Audio Visuals & Radio creative

2) **Financial Bid Format for Field IEC Activities**

	<b>Upper Limit</b>	<b>Discount %</b>
Stall	Rs35,000 per day within 100 km of RO Chandigarh office #, **	
Nukkad Natak show (15-20 Minutes) OR BTL Activities (four hours)	Rs 9000 within 100 km of RO Office, Chandigarh, #,** for team of minimum 5 members per show/activity	
Aadhaar Rath	Rs 6000 per day**  Plus Rs 8 per km of travel (Discount not applicable)  If required at certain locations , anchor will be called to conduct some activities along with IEC van (Anchor charges to be paid extra as per mutual consent)	

- # 20 % extra payable for every 100 kms beyond, on the discounted price bid
- \*\*10% extra payable for hilly areas, on the discounted price bid
- Discount rate quoted by agency will be uniformly applied for all the three activities in Field IEC Activities e.g. If agency quotes 5% discount rate for stall within 100 km of RO office will be Rs35000-5% = Rs 33250 per day. Cost of Nukkad Natak/BTL activities within 100 km of RO office will be Rs 9,000-5%= Rs 8550 per show/activity. Cost of Aadhaar Rath will be Rs 6000-5%= Rs 5700/- per day.
- The Bidder who has quoted the maximum discount on upper limit will be considered as the lowest price bid and given maximum marks out of 20 and accordingly all other bidders will be scored proportionately.
- DDG UIDAI RO Chandigarh reserves the right to revise the Nukkad Natak rates as and when the Song and Drama Division, Ministry of I & B announces the rates for the current year.
- Financial Bids under this category should be clearly marked as Financial Bid for Field IEC Activities

**Please Note:**

Proofs of Nukkad Natak organised (Photograph & Video in pen drive/ email) to be submitted along with bills  
For Aadhaar Rath, agency has to ensure reporting of movement of van is done to UIDAI RO Chandigarh, in format as desired by UIDAI RO Chandigarh



### 3) Financial Bid Format for Printing of Material

Sr No	Item	Size	GSM	Quantity(Minimum)	Max Rates	Discount %
1	Multi -colored Leaflet (Single side/both side printing).	A8	90	8000	Rs 1.50/Rs 2.00	
2	Multi -colored Leaflet (Single side/both side printing).	A5	90	8000	Rs 2.50/Rs 3.00	
3	Multi -colored Leaflet (Single side/both side printing). ).	A4	90	8000	Rs 3.00/Rs 4.00	
4	Multi -colored Leaflet (Both side printing)	A8	90	8000	Rs 2.00	
5	Multi -colored 2 Page Folder	A8	170GSM	4000	Rs 3.00/-	
6	Multi colored Dangles With lamination(both side printing) of size	11"x8"	300 GSM	1000	Rs 15/-	
7	Multi colored Posters	12"x 18"	130GSM	1000	Rs 12/-	
8	Multi -colored Standees	6'x2.5'	Star Flex		Rs 1600/- standee	
9	Multi -colored Banners without frame.	Per sq feet	Star Flex		Rs 25/ sq feet	
10	Multi -colored Banners with frame.	Per sq feet	Star Flex		Rs 65sq feet	
11	Notebook with UIDAI RO Chandigarh address and Aadhaar logo on 170/70 GSM (outside cover/inner pages) GSM with Aadhaar watermark of 40 pages.	A8		1000	Rs 25/ per note book	
12	Pen of Rs 10 with multi coloured Aadhaar logo			1000	Rs 14	
13	Sun board(3-4mm thick) with matt lamination	Per sq feet			Rs 110/-	

- Discount rate quoted by agency will be uniformly apply for all the items in Printing of IEC material
- The Bidder who has quoted the maximum discount will be awarded maximum marks out of 60 marks. Other price bids will be scored proportionately.
- Financial Bids under this category should be clearly marked as Financial Bid for Printing of IEC Material

#### 4) Financial Bid Format for Creatives

Sr. No.	Name of Category	Upper Limit	Discount %	Link for DAVP approved rates
1	Print Creative	DAVP rates		<a href="http://www.davp.nic.in/rate_card_print.pdf">http://www.davp.nic.in/rate_card_print.pdf</a>

The Bidder who has quoted the maximum discounts on the DAVP rate will be considered as the lowest price bid and given maximum marks out of 20 and accordingly all other bidders will be scored proportionately.

Financial Bids under this category should be clearly marked as:  
Financial Bid for Creatives